

Amendments to the Specification:

Immediately preceding the title of the specification, insert:

--RELATED APPLICATION

This application is a continuation of International Application No. PCT/JP02/03012 filed March 27, 2002, which claims priority to Japanese Application No. JP2001-130189 filed April 26, 2001.--

Page 1, please replace the final full paragraph with the following:

-- Further, there has been no data that has been available to assist companies in planning the best strategy for promoting the retention and growth of their brand assets and for determining optimal policies for a store, region, and/or various classifications of customers.--

Page 1, line 27, please insert the following:

--SUMMARY AND OBJECT OF THE INVENTION--